

The majority of business done in the United States is done by small business. Taxation, health care costs and legislative restraints afford the small business little flexibility to remain viable in the market let alone profitable. Small market broadcasting is no exception.

This is perhaps no where more apparent than in the corporate scandals that have plagued the business community over the last few years. Several large, conglomerate business leaders have seized upon their power, both legislative and financial, to thumb their collective noses at a society that is far too often forced to do business with them due to a lack of competition. The result, the proverbial broad paintbrush that paints every business owner as a thief. And while these cases wait to be adjudicated, the robber barons continue to enjoy the good life of their ill gotten gains (and will likely continue to do so even after sentence is passed).

Such is the case with the proposed FCC Ruling to require broadcasters to maintain a record of all broadcast content. Undoubtedly, this proposal arose out of the fires fueled by the indiscretions of the small broadcasters' "big brothers". Just as the general small business population has suffered from the transgressions of the few large scandals, small broadcasters are now being made to pay for the others who thumbed their collective noses at decency.

As stated at the beginning of this comment, small business is what provides the United States with jobs, with stability, with its economic right. The imposition of the pending ruling will only serve to weaken a small business segment that struggles to compete.

One of this company's three stations has been on the air for more than sixty years without a single FCC decency violation. We consider ourselves a good neighbor to our listeners. We consider ourselves a good employer to our staff. The type of programming that precipitated the proposed ruling would not be tolerated in our market, and, more importantly, we have never considered insulting the intelligence of our listeners by resorting to the material considered "acceptable" to others.

Institution of the proposed ruling will place an undo burden on this small business. Beyond the purchase of system, we do not possess the facilities adequate to warehouse the recorded data nor do we have the luxury of incurring an additional payroll slot (not to mention benefits) to maintain and administer a system within a business that has no adverse history in such matters.

Therefore, we would respectfully request that you reconsider this requirement. Impose it if need be, however, do so only on those who have seen fit "to push the envelope", not on those of us who desire to continue to be a good neighbor and employer.

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